## **CLAIMS**

## We claim:

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1. A viewing management method for managing the viewing of a content recorded on an information recording medium readable with a prescribed reproduction device,

wherein an acquisition code prerecorded on said information recording medium is presented to a viewer desiring to view a viewing management target content, said viewer receives a password acquired from a server computer based on said presented acquisition code, and the reproduction of said viewing management target content is started via the authentication based on said received password.

- 2. A viewing management method according to claim 1, wherein, when said viewer acquires the password from said server computer, a viewing fee of said viewing management target content is charged to said viewer.
- 3. A viewing management method for managing the viewing of a content recorded on an information recording medium readable with a prescribed reproduction device, comprising:

a step of said prescribed reproduction device that started reading said information recording medium presenting a prescribed acquisition code to a viewer, and urging the viewer to input a prescribed password;

a step of a prescribed server computer accessed by the information terminal device of said viewer according to prescribed position information urging the viewer to input the prescribed acquisition code;

a step of said prescribed server computer presenting a password corresponding to said prescribed acquisition code to said viewer upon receiving said prescribed acquisition code from the information terminal device of said viewer;

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a step of said prescribed reproduction device performing authentication based on said received prescribed password upon receiving the prescribed password from said viewer; and

a step of said prescribed reproduction device starting the reproduction of the content recorded on said information recording medium when it judges that said received prescribed password is valid as a result of said authentication.

4. A viewing management method according to claim 3, wherein a password management table associating said password with said prescribed acquisition code is recorded on said information recording medium, and

said prescribed reproduction device presents a prescribed acquisition code corresponding to the random number generated according to a prescribed random function.

5. A viewing management method according to claim 4, wherein said server computer comprises a viewing management database containing a table corresponding to said password management table, and

wherein a prescribed password corresponding to the prescribed acquisition code received from the information terminal device of said viewer is specified by referring to said viewing management database, and the prescribed password is presented to said viewer.

6. A viewing management method according to any one of claims 3 to 5, wherein prescribed position information is recorded on said information recording medium, and

said prescribed reproduction device presents said prescribed

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acquisition code together with said prescribed position information.

7. A viewing management method according to any one of claims 3 to 6, wherein said viewing management method further comprises a step of urging said viewer to select a viewing management target content, and

when said viewing management target content is selected, the prescribed acquisition code corresponding to said selected viewing management target content is presented.

8. An information recording medium readable with a prescribed reproduction device,

wherein said information recording medium is used for recording a viewing management target content, a prescribed password management table and prescribed control information,

in said prescribed password management table, a prescribed password is associated with a prescribed acquisition code, and

said prescribed control information causes said prescribed reproduction device to realize:

a function of presenting said prescribed acquisition code to said viewer and urging said viewer to input said prescribed password,

a function of, when said viewer inputs said prescribed password, performing authentication of said input prescribed password, and

a function of reproducing said viewing management target content according to the result of said authentication.